

CLAIMS

The invention claimed is:

1. A computer implemented system for processing and managing data generated by a plurality of customer communications received by a business through a plurality of diverse business communication channels, each communication channel comprising a computerized system including an interface for communication with individual or business entity customers and a records database for recording information concerning communications with individual or business entity customers, said system including:

a configuration component for instantiating, in each of said records databases, specifications for data associated with each event involving a customer communication;

an extractor routine communicatively coupled with each of said contact records databases, said extractor routine extracts data concerning each event involving a customer communication from each of said contact records databases;

a transform routine communicatively coupled with said extractor routine, said transform routine receives data extracted by said extractor routine and transforms the data extracted by said extractor routine into data formatted according to an analysis protocol independent of protocols of said records databases;

a central database communicatively coupled with said transform routine, said central database is specially modeled on star schema, said central database receives and stores data transformed by said transform routine, storing said data in a specially modeled star schema; and

an analysis server communicatively coupled with said central database, said analysis server accesses and synthesizes said data in response to inquiries concerning customer communication events and generates reports of the synthesis.

2. A computer implemented system for processing and managing data generated by a plurality of customer communications received by a business through a plurality of diverse business communication channels, each communication channel comprising a computerized system including an interface for communication with individual or business entity customers and a records database

for recording information concerning communications with individual or business entity customers, as recited in claim 1, wherein the star schema of the central database comprises nine central fact tables comprising:

a first central fact table containing data and a first set of attributes describing customer communications received through said communication channels, said first set of attributes drawing from ten dimension tables data describing;

the time of the communication,
the date of the communication,
the entity receiving the communication from the customer,
the individual customer,
the business entity customer,
the resource entertaining the communication,
the channel through which the communication was received,
the business line responsible for the subject of the communication,
the business line group responsible for the subject of the communication,
the business line ultra group responsible for the subject of the communication;

a second central fact table containing data and a second set of attributes describing cases opened in response to customer communications received through said communication channels, said second set of attributes drawing from eleven dimension tables data describing;

the entity receiving the communication,
the individual customer,
the business entity customer,
the date of the communication,
the time of the communication,
the resource entertaining the communication,
the channel through which the communication was received,
the subject of the communication,
the subject area in which the communication is categorized,
the priority of the communication,
the product involved in the communication;

a third central fact table containing data and a third set of attributes describing resources

which entertain customer communications received through said communication channels, said third set of attributes drawing from six dimension tables data describing;

- the entity receiving the communication,
- the date of the communication,
- the time of the communication,
- the resource entertaining the communication,
- the channel through which the communication was received,
- the type of communication received;

a fourth central fact table containing data and a fourth set of attributes describing summaries of contacts received through said communications channels, said fourth set of attributes further drawing from nine dimension tables data describing;

- the time of the communication,
- the date of the communication,
- the entity receiving the communication from the third party,
- the channel through which the communication was received,
- the type of contact received,
- the business line responsible for the subject of the communication,
- the business line group responsible for the subject of the communication,
- the business line ultra group responsible for the subject of the communication,
- the vendor supplying product;

a fifth central fact table containing data and a fifth set of attributes describing the state of the resources entertaining contacts received through said communications channels, said fifth set of attributes drawing from three dimension tables data describing

- the time of the communication,
- the date of the communication,
- the resource entertaining the communication;

a sixth central fact table containing data and sixth attributes describing email messaging transmitted through said communications channels, said sixth set of attributes drawing from five dimension tables data concerning;

- the time of the communication,
- the date of the communication,

the category of the communication,
the status of the communication,
the folder in which the communication is stored;

a seventh central fact table containing data and seventh set of attributes describing sales offers which may be directed to customers which have conducted communications received through said communications channels, said seventh set of attributes drawing from eleven dimension tables data describing;

the time of the communication,
the date of the communication,
the entity receiving the communication from the customer,
the individual customer,
the business entity customer,
the resource entertaining the communication,
the product involved in the communication,
the sales campaign which could be initiated,
the source responsible for generating the sales lead,
the communications channel used to complete the sale,
the next action needed to advance the sale;

an eighth central fact table containing data and an eighth set of attributes describing trunk group available to received communications through said communications channels, said eighth set of attributes drawing from four dimension tables data describing;

the time of the communication,
the date of the communication,
the entity receiving the communication from the customer,
the trunk group,

a ninth central fact table containing data and a ninth set of attributes describing interactive computer network communications received through said communications channels, said ninth set of attributes drawing from nine dimension tables data describing;

the time of the communication,
the date of the communication,
the entity receiving the communication from the customer,

the resource entertaining the communication,
the channel through which the communication was received,
the type of communication received,
the business line responsible for the subject of the communication,
the business line group responsible for the subject of the communication,
the business line ultra group responsible for the subject of the communication.

3. A method in a computer system including routines for extraction of source data from a communication contact system, transformation of said data into a standardized format, loading the data in standardized format into a dynamic storage medium, and accessing the data in standardized format for purposes of analysis comprising:

defining specifications for data;
imposing the specifications on one or more communication contact systems;
collecting in said communication contact systems, data complying with the specifications;
extracting from each of the communication contact system all data complying with the

specifications;

transforming all extracted data to transformed data in a standardized format;
storing all transformed data in defined logical tables in a single database;
accessing the transformed data from the single database;
processing the transformed data according to inquiries by end users;
transmitting the results of the processing to end users.